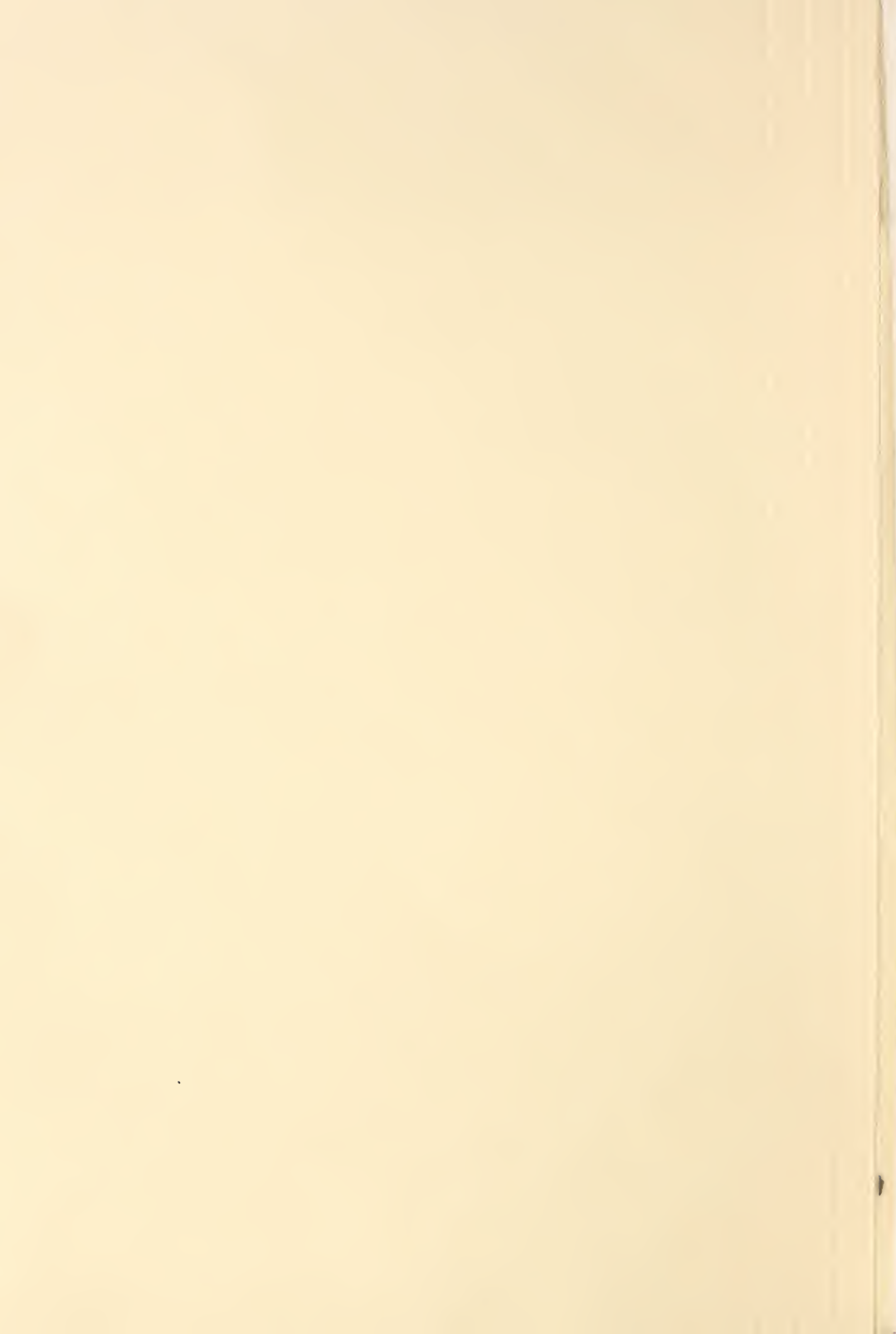


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PECAN CULTURE



1c PAID

Lumberton, Miss.

Peri



6245

1922

RECEIVED

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY,
Horticultural and Pomological Investigations.

S-3391

Address

From

Wm. H. Pecan Co.
Lumberton
Miss

POSTMASTER: If uncalled for please deliver to some progressive land owner.



Prices of Our Bred-up and Highly Improved Early Bearing Papershell Pecan Trees

One of our five-year-old Trees
making \$25.00 worth of nuts

of freshly dug trees. And as surely as you live you will remember quality long after you have forgotten the price you paid for the trees. Remember, too, that our trees are always full size, strong, thrifty and healthy, and guaranteed to please you in every respect or not to cost you one cent. No other nursery concern will duplicate this guarantee to you. Get your neighbors to club in with you and get trees in large lots at lower prices.

You can buy trees for less money, but you cannot duplicate the quality of our bred-up trees, the care we exercise in digging and packing and our prompt delivery

Size	Each	Five	Ten	50-100
3 feet.....	\$.90	\$4.25	\$8.00	\$75.00
4 feet.....	1.10	5.25	10.00	90.00
5 feet.....	1.35	6.50	12.50	110.00
6 feet.....	1.50	7.00	13.00	125.00
7 feet.....	2.00	9.00	16.50	150.00
Large.....	2.50	12.00	22.50	200.00
Extra Large.....	3.50	17.00	30.00	275.00
Extra Special.....	4.00	19.00	35.00	325.00

"We accept no order for less than \$5.00. Bass Papershells 25 per cent extra."

For early bearing or quick shade buy our large and extra large sized trees.

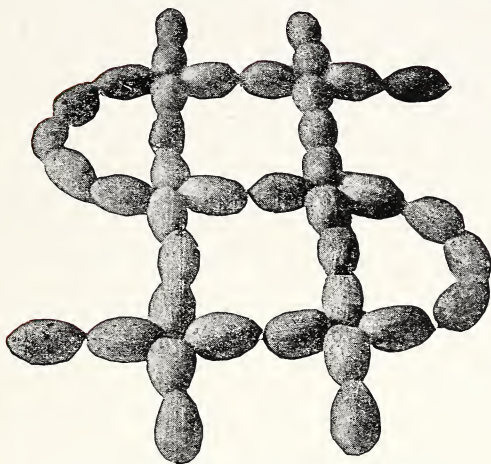
Special personal attention given to the selection of varieties and trees for customers who wish us to select the best kinds for them, when accurate description of land and desires are given.

BOOK YOUR ORDER AT ONCE

For the very finest trees, place your order with us at once. Ten per cent of the total amount of your order will reserve for you the choicest trees we have out of more than 95,000 budded and grafted trees of the highest pure-bred papershells.

Remember, we absolutely guarantee to give you perfect satisfaction. If you are not pleased with our trees in every respect we expect you to return them at our expense and receive every penny back you have been out on them. Every customer must be a satisfied one. You cannot lose when you buy trees from us.

Terms and Conditions of Sale



Our Bred-up Pecans are dollar makers

TERMS are cash with order. We pay spot cash for everything and sell the same way. It saves us a lot of bookkeeping and annoyance and enables us to sell our high-grade bred-up trees cheaper.

HOW TO SEND MONEY—Send money any way that is most convenient to you. We do not have to pay exchange on checks.

WE CANNOT SHIP TREES BY MAIL.

OUR SHIPPING FACILITIES are exceptionally good. We are near the depots

of two railroads and have open stations both day and night. Also have long-distance telephone and telegraph service. You can get us over the telephone any time.

OUR TREES ALWAYS FRESHLY DUG—We can dig and ship your trees any day.

ORDER EARLY—The demand for our high-grade bred-up trees far exceeds the supply, and it is very imperative that you send in your order early. Those who order early naturally receive the choicest stock.

GUARANTEE—We guarantee every tree sent out to be well grown, properly handled and packed and true to variety.

MISTAKES—We take great interest in our work, and probably make as few mistakes as anyone, yet we are not infallible, therefore stand ready to make good any mistakes that may occur as far as possible, or if any varieties ordered should accidentally not prove true to label, we will either replace the same free of charge or refund the purchase price, but are not liable for further damages.

TIME OF SHIPMENT—Unless otherwise instructed, orders received during the shipping season will be forwarded as soon as possible after receipt of the order.

SUBSTITUTION—If out of the varieties ordered we will send the ones we know to be the equal or superior unless instructed not to substitute.

NO CHARGE FOR PACKING OR DRAYAGE—We carefully pack and tag all trees free of charge.

OUR TREES FREE OF DISEASE—A certificate of inspection of the Mississippi State Entomologist guaranteeing our trees to be free of disease accompanies each bundle of trees. All inspection laws of other States are complied with.

The I. E. BASS & SON PECAN CO., Lumberton, Miss.

How to Buy It How to Grow It



A beautiful cluster
of our half-grown pecans

Practically unknown a few years ago, today pecan growing has developed into the most promising Horticultural pursuit of the entire South. The men and women who looked ahead a few years ago and planted out orchards of papershell pecans no longer need to dread and fear old age, for a comfortable and increasingly profitable investment is assured them right at a time in life when rest, ease and comfort are doubly dear to them. The Pecan is of the same Botanical Classification as the hickory, and we might say right here that where one does well the other is almost sure to succeed also. The pecan is more highly bred-up than the hickory or scaly-bark and naturally more nutritious, nourishing and palatable.

Pecan Culture is Now On Sound Business Basis



Our Bred-up 5-year-old Trees bearing heavily
Note profuse blooming

Despite the fact that unscrupulous orchard promoters and exploiters as well as many nurserymen, and their agents, have worked off thousands of scrub pecan trees on men and women who were anxious to get a start of this choicest of all nuts, the profit has been so great, and the future looks so bright for those who did get and set out fine trees that the demand is increasing very rapidly. Thousands of men and women in the South—for this is the natural home of the papershell pecan—are today the proud owners of groves you could not begin to buy for \$1,000 per acre. The other day we refused \$1,000 per acre for our grove. We never even considered the offer because the trees are making us about \$300 per acre annually—and, of course, getting more and more profitable each year as they get older and larger. This industry is entirely out of the formative period now and on a sound business basis, and thousands of dollars are being invested in it annually by some of the shrewdest business men and financiers in the United States.

Pecan Growing is a Safe Investment

Lightnings, rains, winds, storms and droughts do not ruin pecan orchards. Naturally they will be damaged some, but nothing to be compared to other crops. A few years ago one of the worst cyclones that ever struck Mississippi blew down almost every house and shade tree in the town of Purvis, Miss., and killed dozens of people, but failed to keep the pecan trees there from bearing one of the heaviest crops on record. One lone tree was blown over, but did not die and still lives and bears very heavily.

Pecan Growing a Permanent Investment

The improved bred-up pecans we sell usually begin to bear the second or third year set out and rapidly increase the size of the crop as the trees get older and larger. The older the tree the more the work and attention it requires—sending its roots down into the soil so deeply that it feeds on elements unreached and untouched by the root system of any other tree or plant. The largest crops of pecans on record have all been made by the largest and oldest trees and after they have reached a stage that they require little work and attention. No tree is known to have ever quit bearing on account of old age. Trees estimated to be over 400 years old are still bearing and growing vigorously.

The Pecan and Its Culture

By The I. E. BASS & SON PECAN CO., Lumberton, Miss.

How to Plant It Where to Grow It

Pecan Growing is a Profitable Investment



Happy in old age—Gathered over \$40 worth
of nuts off one of our 8-year-old Bred-up Trees

Single 8-year-old bred-up pecan trees have cleared as much as \$50 each annually. Trees older have done as well in proportion to age, single trees making crops that sold for as high as \$300. We have refused \$1,000 per acre for orchards that have cost us less than nothing. The land was bought for \$10 per acre and set to pecans and the nuts made off the trees have already more than paid for the land, taxes, trees and all upkeep, and now we could get \$1,000 per acre if we wanted it. \$10 land to \$1,000 land per acre in 10 years at a clear profit is our own record right here at Lumberton. The record of one single bred-up tree shows that it has made 2,140 pounds of pecans in the 21 years set out—these nuts are cheap at 50 cents per pound you can see that this one tree has made \$1,070 in cold cash in 21 years. Just think what 100 or 200 trees like this would mean to you in your old age.

Pecans are the Highest Priced Nuts in the World

No doubt you had never thought about it, but pecans—the fine papershell pecans—are the highest priced nuts in the world, and the richest in food value. No other nut touches it either in price or quality. The demand for the nuts for eating, for culinary purposes, for candies, etc., is increasing at a remarkable rate, and the price is still going up every year, despite the increase in yield. The yield is not increasing as fast as the demand. This is the safety valve on all business.

Pecans Have Highest Food Value

Dr. J. H. Kellogg, of the famous Battle Creek Sanatorium, Michigan, says: "I regard the pecan as one of the very finest of nature's choice products. A pound of pecans contains more nourishment than any other known food. In the next century nuts will largely, if not entirely, take the place of meats on the bill of fare—and the pecan will assume its rightful place at the head of the list of nourishing and digestible foodstuffs." Be sure to plant you an orchard or at least a few trees this year and reap some of the great profits in store for growers of the finest pecan nuts.

Over-Production Impossible

We have the whole world for a market for our fine pecans and 12 months in the year in which to sell them. The South alone can grow the fine papershell pecans profitably. Nuts and nut products are everywhere becoming more popular. The papershell pecan is conceded to be the finest flavored and richest nut in food value that grows. There is great profit in selling pecans for one-fifth what they now bring. Great doctors are advocating the use of more pecans and say that the day is soon coming when they will be used as a regular diet just as flour, potatoes and meat. Not one person in 5,000 has yet tasted the pecan and all who taste them like them and demand more.

Under-Production Assured

The demand for pecans is increasing faster than the production. This is the safety valve on all industries. Thousands of trees that are being set out are cheap and inferior varieties. Thousands of other trees will not be cared for and given a chance to do anything. Millions of dollars worth of nuts have been imported each year into the United States before the war. Now many of these trees are destroyed and will never be able to compete with the pecan.

Budded and Grafted vs. Seedling Trees

No planted pecan nut will reproduce the parent tree in all respects. Nine times out of ten the nut will not be as large, the tree as healthy and vigorous, nor the quality as good. By taking our seedlings from heavy annual bearing papershell trees, the trees we sell you are bound to reproduce the parent in all respects. Budded and grafted trees bear earlier. The nuts are large, thin-shelled and alike, and sell for several times as much as badly mixed and small thick-shelled seedlings. It does not cost you as much to raise the fine varieties, for you don't have to wait so long for them to bear.

Plant Only Pure-bred Budded and Grafted Papershell Trees

The results from budded and grafted trees are the same. You graft in the winter when there is no sap in the trees and bud in the spring and summer when the trees are full of sap and the bark will peel off readily. Just as you can breed pure-bred bulls to scrub cows, you can bud or graft the fine papershell trees to scrub trees, but it is absolutely impossible to get as fine a tree as if you had budded or grafted to root stocks grown from finest papershell pecans. Common sense teaches that you cannot breed a pure-bred to a scrub and get a pure-bred offspring—it is only a half-breed.

Our Budded and Grafted Trees Bear Early

Hundreds of our trees are full of bloom in the nursery rows. Dozens of little trees mature big fine nuts in the rows. All the trees are three to five years old from seed before we sell them—in two to five more years they will have a root system from five to ten years old. At this age they will begin paying well where cared for.



Putting our Bred-up Pecans in
hotbed to sprout before
planting in field

Many Worthless Pecan Trees Sold

Fully 90 per cent of the pecan trees being sold every year are not the high-grade trees purchasers are led to expect. We do not want to put ourselves in the light of knockers of other concerns, but we feel it our duty to warn men and women who cannot be expected to know that there is great danger of getting stunted and worthless culls as well as trees that are not true to variety. Thousands of trees have been sold for high grade stock by others which did not bear for several years, and then turned out to be worthless seedlings. These culls that are annually worked off at a low price are stunted and a stunted tree in the nursery will make a dwarf in your orchard. Vigorous and healthy field grown trees are the kind that pay you well, and this is the only kind we sell. We cannot compete with others with our bred-up trees in price, but it is an easy matter to excel in quality and quality will be remembered and appreciated long after price has been forgotten.

Do Not Buy Your Pecan Trees From Agents

In buying pecan trees you have to depend absolutely upon the honor and reputation of the party selling you trees. If you buy from unreliable men you find out after caring for your trees until they come into bearing that you have been swindled and that you have paid good money for inferior trees that will stay that way. Our trees are guaranteed to be absolutely the best bred-up trees and to please you in every respect. We invite you to investigate our reputation for honesty, reliability, sincerity and truthfulness most thoroughly, and to come and see for yourself that our nursery trees are the highest grade bred-up stock on the market.

Buy your trees direct from our nursery. Get higher grade trees for your money and support no middle man. Most all agents are unreliable. They will out-talk you if given a chance and work off inferior trees right before your eyes. They often sell many pecan trees that have never been budded or grafted to even poor varieties of high grade stock. Lots of the trees agents sell have just been secured so as to make you believe they were budded or grafted. When they bear, if they ever do, the agent has gone and the nursery represented has changed hands or gone out of business.

The Highest Grade Bred-up Trees are the Cheapest in the End

The biggest mistake possible for you to make in setting out your pecan orchard is getting half-bred scrub pecan trees. Of course, you can buy them for a few cents less to start with, but you cannot properly set out the sorriest pecan trees for one cent less than the finest one. You cannot properly care for and cultivate it, so the only difference is the price you pay the nurseryman.

It is certainly foolish and unbusinesslike to have the poor grade trees at any price when you can get the highest grade bred-up stock that will for all time make you more pecans, larger and finer nuts that sell for more money, for a few cents more.



Thousands of our little Bred-up
Pecan Trees bloom and bear
in the nursery row because
of their unusually
fine breeding

Why Pecan Trees Cost More than Other Trees

Skilled experts only can successfully bud or graft pecan trees. Almost anyone can bud or graft peaches, apples, etc. It takes from three to five years to get a pecan tree large enough to sell. Other trees require only one to two years. Pecans to plant cost many times as much as other seeds where the best are used. Rats, etc., destroy the planted pecan seed badly. The pecan tree is slow to come up and start off. Every properly grown papershell pecan tree will require the attention of an expert from 15 to 25 times before it is sold. Buds and grafts from the finest trees are very expensive. Stunted trees by the hundred need to be destroyed. A smaller per cent of pecan buds and grafts live and grow off than of other trees. It costs five times as much to dig and pack pecan trees on account of such a deep tap-root.

Pecan Growing Better Than Fruit Growing

You know that many fortunes have been made in fruit growing. But where one pecan tree dies thousands and even millions of fruit trees die. Fruit trees blight and take San Jose scale, but not so with the pecan. While early fall frosts and the late spring freezes kill millions of dollars worth of fruit, the pecan flourishes. The fruit dealer is at the mercy of the wholesale buyer because his product will soon rot. He must sell quickly and gather the fruit in all sorts of bad weather. The pecan grower can take his time. Pecans keep for many months. They do not deteriorate while in transit to market. The cost of maintaining a fruit farm is considerable; the cost of maintaining a pecan farm insignificant. The life of a fruit orchard is of short duration; the life of a pecan orchard is such that it will bring you a life income and continue to do the same for your children and your grandchildren.

One Planting Lasts a Lifetime

What else can you put out that will make you big profits every year, get better as it grows older, and last not only all of your lifetime, but the lifetime of your youngest child? One thousand dollars has been offered for proof that one single pecan tree ever quit bearing or died on account of old age. You can't say this for any other fruit tree that grows.



Taking our Bred-up Sprouted Seed Pecans out of
the hotbed to set in nursery

Make Big Money on the Waste Places

Practice economy and beautify your homeplace by setting out our bred-up pecan trees along the roadside, the fence lines, the streets, drives, barns and outbuildings and around your dwelling. Our fine healthy papershell pecan trees, with their rich and luxuriant foliage, shapely tops and stately trunks, will not only add a distinctiveness and character to your homeplace and its surroundings, but will in a few short years yield a revenue in rich and palatable nuts to pay all the taxes, pay your insurance and keep your buildings and fences painted and in repair and leave you a nice little pile of Christmas money besides.

The Pecan is an Unusually Fine Shade Tree



Nothing prettier than our Bred-up Pecan
Trees for the roadside

Many prominent landscape gardeners rank the pecan among the finest shade trees for the South. It is naturally a straight, upright, vigorous growing tree and has unusually rich and beautiful foliage, and planted around the yard for shade seems naturally to love its location and shower down heavy crops of nuts into the laps of little children who naturally love it better than any other tree on the place—and play under it more. Plant at least one tree for every one of your children this year and let them claim them and name them. It will be one of the finest gifts possible for you to make and one that will bring more genuine joy and pleasure in future years to your children. No matter where your children may wander after they get grown they will never forget their pecan trees and the pleasure they have had cracking the big fine papershell pecans. And just for the profit of it add a few trees for the madam and for you. Nothing will pay you better both in money and pleasure. Hundreds of shade pecan trees are annually clearing as much as \$50 each for their owners and furnishing shade that is also invaluable. Do not plant any other sort of shade tree—plant trees that will furnish both shade and profit. Oaks, elms, china trees, etc., are being dug up by hundreds of foresighted homelovers and papershell pecan trees being planted in their place. Some of the most successful and far-sighted business men in Mississippi have had us dig up the oak trees on the sidewalks in their towns and put out our bred-up pecan trees instead. On hundreds of school grounds of the South bred-up pecan trees are being set out both for shade and for nuts.

Pecan trees will last for 100 years and get more profitable each year. Get our large size trees for quick shade and early bearing. The big trees often bear the second year set out and increase rapidly every year after. Especially large, smooth, shapely, well-rooted trees for shade, \$4.00 each.



One of our 3-foot Budded Trees bearing
in the nursery



One of our Bred-up Trees making beautiful
shade and over \$50 worth nuts annually

The Actual Cost To Set an Acre in Pecans

The actual cost of setting one acre in the finest bred-up pecan trees: Twelve 4-ft. trees will now cost you only \$12.00. Sixty trees, enough for five acres, will cost you just \$54.00. Say you buy larger trees and pay twice as much for them, you are still getting your trees much cheaper than a few years ago, and getting higher bred stock. By all means put out a few trees, an acre, five or ten acres, of our bred-up papershell trees this season. Don't put it off until next year, for that makes it just one year longer before you can enjoy that happiness, contentment and ease afforded to growers of fine pecans.



The root system of our bred-up trees is the
finest in the world

A Substantial Life Income

And a handsome inheritance for life for those who are dearest to you. Think what it means! Think what it means to be independent, to be able to look into the future without fear of old age, failing health, accident, increasing family responsibilities, money panics, uncongenial employment—troubles which overtake 98 people out of every 100. Can you afford to put it off another year?

A Beautiful Picture

Consider what it means to own land! Something that can never be stolen, burnt, lost or taken from you or your heirs—land that will never need any great amount of care or cultivation. Then picture to yourself on this land a tree, which is one of Nature's hardest offspring; which lives and produces increasing crops every year for more than a century; which requires less and less attention as it grows older and more profitable. This is not open only to the rich; the average man or woman can grasp this opportunity. Take now—the step that means a life income to you and protects your dear ones from want.

Pictures Below are of Natural Nuts



Bass

This is a new variety that gives every indication of developing into the finest pecan yet introduced. The nut is very thin shelled, large, long, and of a beautiful color and shape. The nuts fill unusually well and there is no tree that we have ever seen that will bear as full or as early. In every section of the South now we are getting the most flattering reports of this fine pecan and cannot begin to supply the demand. Note that the Bass Papershell is 25 percent higher than the other varieties in making out your order.



Schley

Said to be the ideal pecan. It is an early bearer. Fills very full. Cracks easily and very thin shelled. The tree is a rapid grower and has beautiful foliage. The nuts bring the highest prices on the market and are of large size. The picture is of an actual nut. Our stock is mighty fine in this variety.



Stuart

The Stuart pecan is one of the oldest grafted varieties known and has been tried out thoroughly in more places than any other pecan, and is ranked at the top of the entire list as a commercial success. The nuts are large to very large, fill unusually well and always command a good price on the market. The Stuart is a very beautiful nut and the tree is the hardiest and easiest pecan of all to grow, being very vigorous and healthy and a heavy bearer. You are safe in planting the Stuart pecan for it is giving better results than any other variety in the South today. Our bred-up Stuart trees are extra choice in every way and will please you in every respect.



Success

This grand nut has probably attracted more attention than any other nut recently introduced. Though not the largest nut in existence, the kernel has proved to be the heaviest in a test of fourteen leading varieties made during a series of years. Ovate in form with thin shell of splendid cracking quality; kernel lump and heavy; flavor excellent, color bright and form fine. Tree of good sturdy growth and heavy annual bearer. Select nuts, forty to the pound. Keeping qualities the best.



Big fine Pecans like our Bred-up Trees produce



Van Deman

A very large, long, soft-shelled nut of unusually fine flavor and exceptional quality. One of the finest eating nuts ever grown. It is very popular on the markets and is one of the safest of all for planting generally. The tree is a very rapid grower, healthy and a heavy bearer. No orchard is complete without some of our Bred-up Van Deman pecans in it.

The I. E. BASS & SON PECAN CO., Lumberton, Miss.



One of our Extra Special Trees set out two years ago. Note profuse blooming

Many Different Varieties—What Variety is Best?

There are more than fifty different varieties of the papershell pecan, and out of this number we have selected the kinds we list as the best all-round varieties. One variety will excel others in one particular or more, but fall so far short of equalling them in other ways that it has to be discarded as an undesirable sort. The varieties we list have all been tested and proved to be suitable to the different kinds of soil we have in the Cotton belt of the South. Naturally one kind will suit one soil better than another, and it is for this reason that every buyer should tell the nurseryman the kind of soil he has and get his advice about variety. But we have no hesitancy in saying that the Stuart, Success, and Bass Papershells are the peer of them all as all-around nuts, and are the safest of all to plant.

What Size Tree Is Best to Set Out?

It has been our experience that the larger size of pecan trees where well dug and packed can be safely transplanted all over the South. We have for several years specialized in large pecan trees and our customers report unusually good results in living, growing and early bearing trees. Of course, the large trees will bear earlier and will be more out of the way of the plow and of your stock. They will cost you more, but you will save from one to three years in their bearing, and in ten or twelve years one crop of one or two of the years you have saved will pay the difference in many large and small pecan trees. We have some of our extra large trees set one year ago this spring that have more than forty pecans each on them now. You can be sure that when you buy our big trees you will get a big fine root system and that the roots will be so well packed in damp moss that the trees will live and grow off fast if properly put out by you.

Your Trees are Pruned And Prepared For You

We endeavor to send out properly pruned trees, just as if we were going to plant them ourselves, leaving the planter nothing to do but set them out. The taller grades of trees should be top-trimmed, as it balances the top against unavoidable loss of some roots when the tree is transplanted. Proper pruning insures the tree living and a good growth. Where trees are properly pruned, handled and planted there is no reason why any of them should die. Our prices are made on the height of the trees when dug. When properly top-trimmed the height is often materially reduced. Therefore, if the height of a trimmed tree, when received, is less than the catalogue height, this is the explanation. Trees will be cut back more than usual this season because careful data shows that the trees live better where trimmed heavily, and that in two or three years they are larger than trees not cut back enough at planting time.

The Proper Distance to Set Pecan Trees



Digging our Bred-up Trees in the nursery under the supervision of experts

On average land you can set your pecan trees 50 feet apart, which will give you 17 trees to the acre. On real good land set the trees 60 feet apart or use just 12 trees to the acre. If you set the trees closer than this the winds cannot get through the branches well in a few years and mate the male and female blooms, for the branches will be interlocking. No greater mistake has ever been made than setting pecan trees too close together.

Adaptability and Soils for Pecans

Land that will grow hickory or oak trees will grow fine pecans. It has also been well said that any land that will grow cotton will grow pecans. Well-drained land is needed for best results. Practically any average land in the South will grow fine pecans.

Cultivation and Fertilization

Pecan trees need cultivation just like other crops for best results. Frequent plowing and hoeing or, better still, the growing of crops that you must cultivate around your trees will pay you well. The use of barnyard manure around your trees or two or three pounds of commercial fertilizer around each tree will give you big returns. Full planting instructions are sent with each order for trees. Your success is our success and we will do all in our power to help get fine results with our trees. Don't fail to write us for planting and cultural directions for pecans.

Time To Set Pecan Trees

You can set the trees out any time after the leaves shed until the trees start to budding again. This is about from the 15th of November to first of March with us here. The early set trees are the best, as they have more time to get acclimated to their new location and have a chance to grow little roots and brace themselves before the Spring growth starts. Book your orders at once, and plant your trees early, is our advice to you. You will never regret doing it. Remember, full planting and cultural directions free.

WJL/m